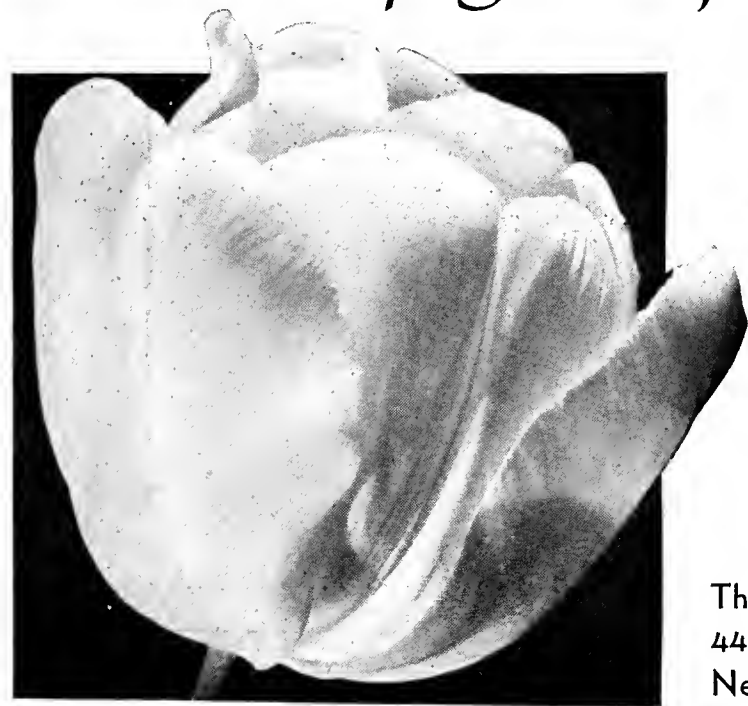


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INCREASE *the Charm*
of Your Spring Garden

Sec. 562 P. L. & R.



WITH
PLATT'S
BULBS



The FRANK S. PLATT CO.
446-452 State Street
New Haven, Conn.



Frank S. Platt
U. S. Dept. of Agriculture
Bureau of Plant Industry
D. H. Shoemaker
Washington, D.C.

Fall 1938



THE FRANK S. PLATT CO. • NEW HAVEN • CONN.

Platt's STATELY TULIPS

GIANT DARWIN TULIPS

Including Ideal Darwin

Most beautiful of the Tulip race. Strong stems, 2 to 3 feet high, with immense blooms in May. **Each Doz. 100**

*Afterglow. Salmon, shaded orange.....	\$0.05	\$0.55	\$4.00
*Baronne de la Tonnaye. Rose pink, margined blush.....	.05	.55	4.00
*Bartigon. Fiery crimson.....	.05	.55	4.00
Benjamin Franklin. Ideal. Pure light lavender.....	.06	.65	5.00
*City of Haarlem. Large; brilliant scarlet...	.07	.80	6.00
*Clara Butt. Soft salmon pink.....	.05	.55	4.00
*Dream. Large, soft lavender.....	.05	.55	4.00
Duke of Wellington. Ideal. White; white anthers.....	.08	.90	7.00
*Farncombe Sanders. Scarlet, with rosy bloom.....	.05	.55	4.00
*Faust. Dark satiny purple.....	.06	.65	5.00
Giant. Deep violet purple. Large.....	.07	.70	5.50
Grullemans Giant. Ideal. Finest deep salmon orange.....	.14	1.60	12.00
Heliotrope. Ideal. Clear heliotrope.....	.06	.65	5.00
Insurpassable. Ideal. Mammoth lilac.....	.14	1.60	12.00
King George V. Bright cherry red.....	.07	.80	6.00
*King Harold. Deep oxblood red.....	.05	.55	4.00
King White. Ideal. Large pure white.....	.07	.70	5.50
*La Tulipe Noire (The Black Tulip). Dark maroon.....	.06	.60	4.50
Margaux. Ideal. Deep wine red, edge lighter.	.10	1.05	8.00
*Melicette. Clear lavender, deeper than Dream	.06	.60	4.50
Mrs. Grullemans. Ideal. Outstanding white, anthers light yellow.....	.21	2.35	18.00
Mystery. Maroon black, large and strong...	.08	.85	6.50
President Taft. Deep crimson maroon. Superb.....	.09	1.00	7.50
*Pride of Haarlem. Brilliant rosy carmine...	.05	.55	4.00
Prince of Wales. Rose pink, flushed scarlet.	.06	.65	5.00
Princess Mary. Brilliant pink; very large...	.13	1.45	11.00
San Michele. Cerise scarlet with lighter edge.	.09	1.00	7.50
Scarlet Beauty. Glowing Poppy scarlet...	.10	1.05	8.00
Scotch Lassie. Finest deep lavender.....	.10	1.05	8.00
Shot Silk. Silky white with light anthers...	.10	1.05	8.00
The Bishop. Magnificent clear deep violet..	.10	1.05	8.00
Tilly Luss. Rosy purple, superior to Tokay.	.07	.70	5.50
Venus. Silvery rose, white base.....	.06	.60	4.50
White City. Pure white.....	.07	.70	5.50
Yellow Giant. New. Golden yellow.....	.06	.60	4.50
Darwins, Special Mixed.....	.05	.55	4.00

DOUBLE EARLY TULIPS

Each Doz. 100

Couronne d'Or. Golden yellow.....	\$0.06	\$0.60	\$4.50
Imperator Rubrum. Best scarlet.....	.07	.70	5.50
Peach Blossom. Deep rosy pink.....	.06	.65	5.00
Schoonoord (White Murillo). Pure white.	.07	.70	5.50
Double Early, Fine Mixed.....	.06	.60	4.50

SINGLE EARLY TULIPS

Each Doz. 100

Couleur Cardinal. Brilliant scarlet.....	\$0.06	\$0.65	\$5.00
De Wet. Brilliant orange, fragrant.....	.07	.70	5.50
Flamingo. Carmine rose shaded lighter....	.06	.60	4.50
Ibis. Brilliant pink, large flower.....	.06	.60	4.50
Keizerskroon. Crimson, bordered bright yellow.....	.07	.70	5.50
Lady Boreel. Large, snowy white.....	.07	.70	5.50
Pink Beauty. Bright pink and white.....	.07	.70	5.50
Rising Sun. Large, deep golden yellow....	.06	.60	4.50
Single Early, Fine Mixed.....	.05	.55	4.00

BREEDER TULIPS

Majestic in size and of remarkable colors, mostly Autumn tones. Bloom with the Darwins. Height same. **Each Doz. 100**

*Bacchus. Violet blue, large.....	\$0.06	\$0.60	\$4.50
Cardinal Manning. Wine red flushed bronze.	.06	.60	4.50
Creation. Finest bright orange and bronze..	.06	.65	5.00
Dillenburg. Salmon orange shaded rose....	.06	.60	4.50
*Dom Pedro. Coffee brown, shaded maroon..	.06	.60	4.50
Golden Bronze. Old gold, flushed heliotrope.	.05	.55	4.00
Golden West. Golden buff, very large.....	.08	.85	6.50
*Goldfinch. Golden chestnut, flushed lilac. Very fine.....	.06	.60	4.50
Indian Chief. Large; reddish purple flushed copper.....	.12	1.30	10.00
*Louis XIV. Rich purple, flushed bronze, margin golden brown.....	.06	.65	5.00
Lucifer. Bright terra cotta orange.....	.07	.70	5.50
Prince of Orange. Orange scarlet.....	.06	.60	4.50
Sundance. Orange shaded terra cotta.....	.07	.70	5.50
William The Silent. Large deep violet purple	.21	2.35	18.00
Breeders, Fine Mixed.....	.05	.55	4.00

COTTAGE TULIPS

May-flowering. Height 18 to 22 inches. **Each Doz. 100**

Alaska. Lily-flowered. Golden yellow.....	\$0.06	\$0.60	\$4.50
Dido. Rich pink, edged orange.....	.06	.60	4.50
Golden Harvest. Large lemon yellow.....	.21	2.35	18.00
Golden Statue. Pale yellow. Tremendous size	.28	3.25	25.00
Grenadier. Rich orange scarlet.....	.05	.55	4.00
*Inglescombe Yellow (Yellow Darwin). Canary yellow.....	.05	.55	4.00
Jeanne Desor. Orange yellow, scarlet border	.07	.80	6.00
Leda. Deep cerise, edged lighter.....	.06	.65	5.00
Lohengrin. Brilliant cochineal red.....	.08	.85	6.50
Marjorie Bowen. Buff and salmon orange..	.11	1.15	9.00
Mazeppa. New brilliant cochineal red.....	.16	1.80	14.00
Michel Angelo. Large soft yellow.....	.13	1.45	11.00
Moonlight. Soft pale yellow.....	.05	.55	4.00
*Mrs. Moon. Golden yellow, pointed petals..	.06	.60	4.50
Picotee. White, margined deep rose.....	.05	.55	4.00
Scarlet Emperor. Brilliant glowing scarlet.	.08	.85	6.50
Sirene. Lily-flowered. Rich ecrise pink....	.05	.55	4.00
Stromboli. Finest brilliant scarlet.....	.09	1.00	7.50
Yellow Emperor. Deep yellow.....	.21	2.35	18.00

THE FRANK S. PLATT CO.



Afterglow



City of
Haarlem



Yellow Giant

Special **TULIP COLLECTION** *Offer*

At Reduced Prices . . . To satisfy the demand for high-grade assortments, we offer extra values as follows: Our selection from the Darwin, Breeder and Cottage Tulips, varieties marked (*), consisting of the outstanding, most popular Tulips grown. Each variety labeled. All first quality, identical stock as offered separately, at a saving of more than 10 per cent. We can do this only if order is received early and because assortments are prepared on a large volume basis in advance.

50 Tulips—10 varieties . . . \$2.00 | 250 Tulips—12 varieties . . . \$9.50
100 Tulips—10 varieties . . . \$3.85 | 500 Tulips—12 varieties . . . \$18.50
1000 Tulips—16 varieties \$37.00



Bacchus



Louis XIV

PARROT TULIPS

Fantasy. The finest of all Parrot Tulips. Each 6c., doz. 60c., 100 \$4.50.

Lady Derby. Lilac with lighter edge. Each 14c., doz. \$1.60, 100 \$12.00.

Tulips Shown in Natural Colors

Come to our store, if possible, and see these new

Foralite Plates

They will assist you in making selections.

Mrs. Krelage

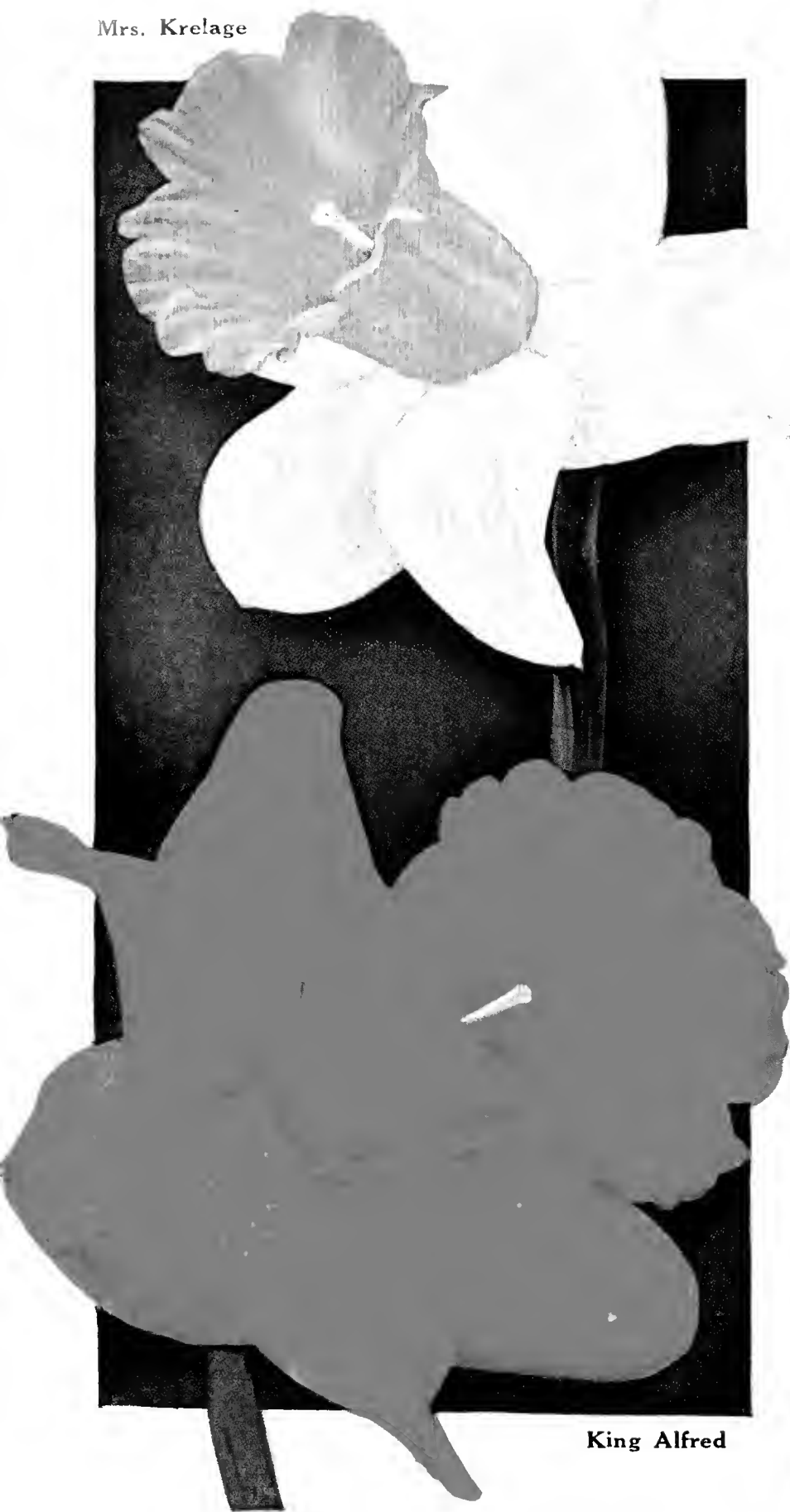
Hardy NARCISSUS

	Each	Doz.	100
Emperor. Rich yellow trumpet.....	\$0.08	\$0.90	\$7.00
Golden Spur. Rich yellow. Early.....	.07	.80	6.00
King Alfred. Large, single golden.....	.13	1.45	11.00
Mrs. Krelage. Majestic pure white, called the White King Alfred.....	.18	2.00	15.00
Olympia. Large, frilled, yellow trumpet.....	.11	1.15	9.00
Spring Glory. White perianth, golden trumpet	.08	.90	7.00
Victoria. Selected, double nosed bulbs. The perianth is white with a large yellow trumpet.	.08	.90	7.00
Von Sion (Double Daffodil).....	.07	.80	6.00
Bath's Flame (Barri). Large, golden perianth, cup deep golden, edged orange red.....	.13	1.45	11.00
Firetail (Barri). Magnificent, broad, white petals, cup edged bright orange.....	.22	2.35	18.00
Poetaz Boerhaave. New. Pure white, with sulphur cup.....	.07	.80	6.00
Poetaz Elvira. White, yellow cup, edged orange	.07	.80	6.00
Poeticus Ornatus Eagle. White perianth, yellow cup, edged scarlet.....	.07	.70	5.50
Argent. Semi-double, creamy white, shaded lemon.....	.08	.90	7.00
Hardy Narcissi, Special Mixture. Extra good value.....	.06	.60	4.50

ROCK GARDEN NARCISSUS

	Each	Doz.	100
Jonquil campernelle rugulosus, Single....	\$0.07	\$0.70	\$5.50
Jonquil campernelle rugulosus, Double...	.07	.70	5.50
Jonquil campernelle, Orange Queen.....	.07	.70	5.50

Paperwhite Narcissus—See page 7



King Alfred

The cost of bulbs is measured
not by the price, but by the
quality and results



Von Sion



Poeticus Ornatus Eagle

THE FRANK S. PLATT CO.



Kaufmanniana Tulip



Tulip Clusiana



Eichleri

BOTANICAL TULIPS

FINE FOR ROCK GARDENS

	Each	Doz.	100
Acuminata. Yellow, streaked red.....	\$0.13	\$1.45	\$11.00
Australis. Yellow, tinged bronze.....	.07	.80	6.00
Clusiana. Cherry red and creamy white.....	.07	.70	5.50
Eichleri. Crimson, shaded orange.....	.05	.55	4.00
Florentina Odorata. Pure yellow.....	.06	.65	5.00
Hageri. Dark crimson, shaded bronze.....	.07	.70	5.50
Kaufmanniana. Creamy white, tinged rosy red.....	.08	.85	6.50
Marjoletti. Soft primrose, shaded carmine.....	.06	.60	4.50
Praestans. Bright orange.....	.10	1.05	8.00

SINGLE HYACINTHS

The Single Hyacinths make stronger and better spikes than the double sorts.

Grand Maitre. Deep porcelain blue.	La Victoire. Brilliant carmine rose.
Lady Derby. Delicate pink.	Queen of the Blues. Light blue.
L'Innocence. Pure white.	Queen of the Pinks. Rosy pink.

EXTRA SIZE—Any of the above named, Extra Size Bulbs (19 cm. and up), 15c. each, \$1.75 per doz., \$13.00 per 100

SECOND SIZE—Any of the above named, Second Size Bulbs (17 to 18 cm.), 12c. each, \$1.30 per doz., \$10.00 per 100

These are equal to many so-called First Size Bulbs

BEDDING SIZE—Same quality as above except size (15 to 16 cm.). Very much superior to mixtures, as more uniform results are obtained from named sorts. Any of the above named, Bedding Size Bulbs, 9c. each, \$1.00 per doz., \$7.50 per 100

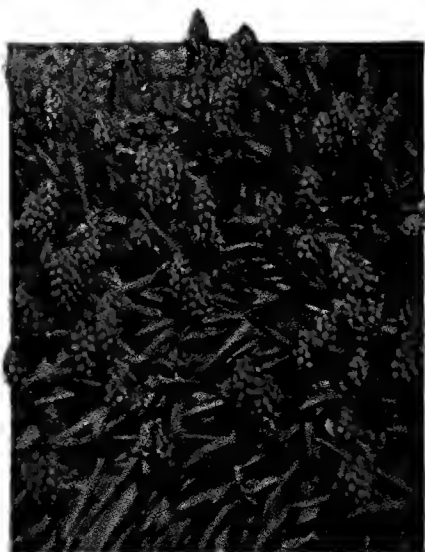
Extra sized Hyacinths recommended for Exhibition
Second size for regular forcing and outdoor

A Colorful Combination

Try the combination of yellow Narcissi and blue Hyacinths—they bloom at the same time, and the blue-and-gold effect is great.
Order early this year to assure top-quality bulbs for best results.



Queen of the Pinks



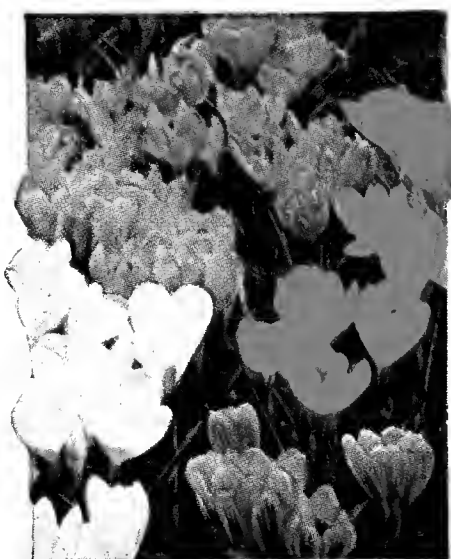
Grape-Hyacinths



Paperwhite Narcissus



Soleil d'Or



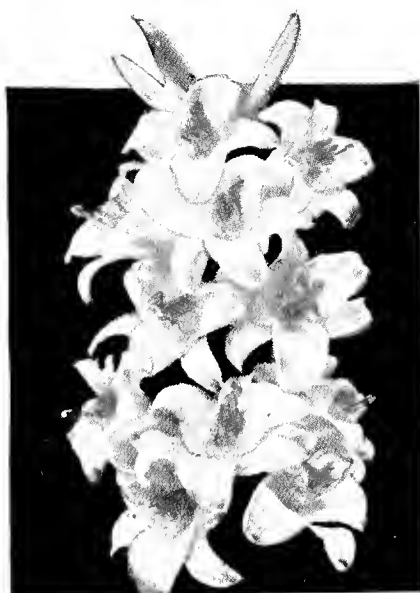
Crocus



Yellow Calla



Scilla Sibirica



Candidum Lily



Auratum Lily



Amaryllis

THE FRANK S. PLATT CO.

Miscellaneous BULBS and ROOTS

PAPERWHITE NARCISSUS

	Doz.	100
Paperwhite grandiflora. Most satisfactory of all bulbs to grow in pebbles or peat fiber. Large bulbs.		
14 to 15 cm.....	\$0.40	\$3.00
15 to 16 cm.....	.55	4.00
Soleil d'Or (Yellow Paperwhite).....	.90	7.00

LARGE-FLOWERING CROCUS

	Each	Doz.	100
Mammoth Yellow. Canary yellow.....	\$0.03	\$0.30	\$2.00
Mammoth White.03	.30	2.00
General Gordon. Deep purple.....	.03	.30	2.00
Striped Beauty. White, striped blue.....	.03	.30	2.00
Mammoth Mixed.03	.30	1.85

AURATUM LILY	Each	Doz.	100
9 to 11 in. Ready in December or April....	\$0.30	\$3.50
MAGNIFICUM LILY			
9 to 11 in. Ready in December or April....	.25	2.50
CALLA aethiopica. White everblooming.			
1 3/4 to 2 in. bulbs.....	.25	2.50
CALLA. Yellow.....	.25	2.50
CANDIDUM LILY			
26 to 28 cm. bulbs. Northern grown. Order and plant early. September.....	.27	3.00
AMARYLLIS, Hybrids			
Large bulbs, 3 1/2-4 in. Ready in December..	.50	5.75
FREESIA, Purity			
3/4 in. and up.....	.35	\$2.50	
FREESIA, Golden Daffodil.35	2.50	
GRAPE-HYACINTH, Heavenly Blue.03	.30	2.00
SCILLA campanulata. Blue.....	.03	.30	2.00
SCILLA sibirica. Bright blue; early.....	.04	.35	2.50
SNOWDROP, Single Elwesi.03	.30	2.00

Platt's LAWN GRASS SEED

The best time to make a lawn is in August and September, for there will be much less trouble with weeds than those sown in Spring. Average weather conditions, too, are then more favorable for germination of the fine seed, for a more sturdy root-growth, and, in short, a better lawn. Only suitable kinds of good, clean seed, showing high purity and germination tests, should be used. There is no economy in cheap seeds.

PLATT'S EVERGREEN LAWN SEED

Best for general purposes. Contains heavy grade, thoroughly re-cleaned seeds only of Kentucky Blue Grass, Red Top, Rhode Island Bent and White Clover. The many beautiful lawns that have been produced with Platt's Evergreen Lawn Seed and Platt's Shady Nook, about private homes, churches, universities and other public buildings are proofs of the exceptionally high-grade and suitable seeds used in these formulas. Please note that our seed weighs 31 lbs. per bushel. Price: 1 pint 20c., 1 quart 37c., 5 lbs. \$1.75, 15 lbs. \$4.80, 30 lbs. \$9.60, 100 lbs. \$30.00. Use 4 lbs. for each 1000 square feet new seeding.

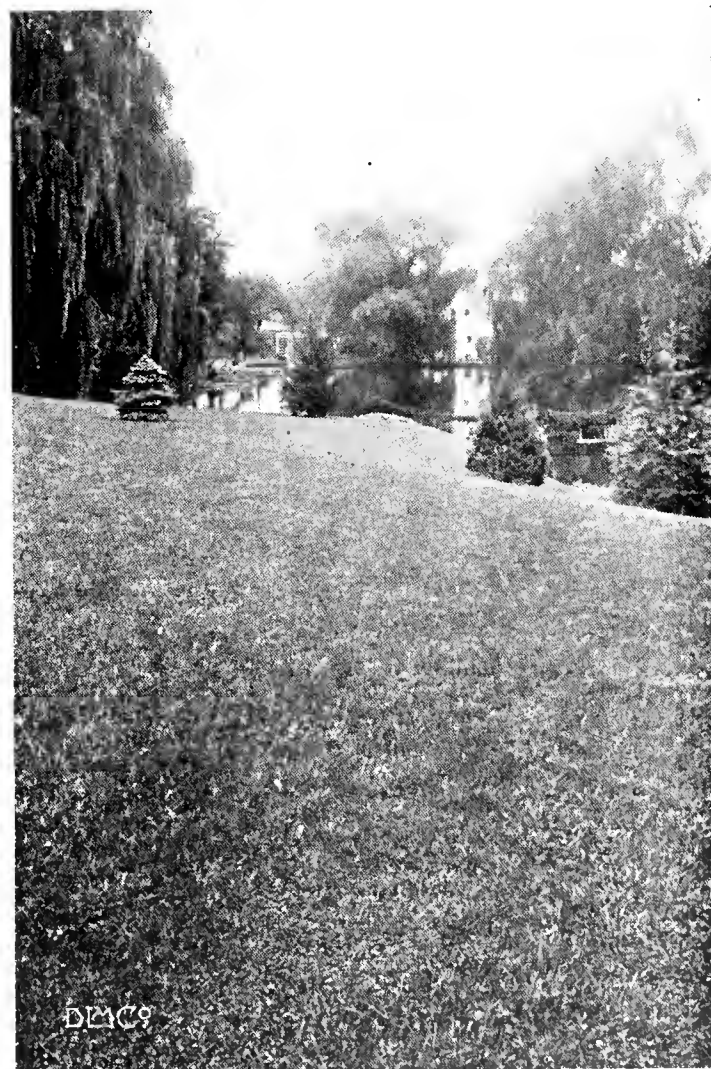
PLATT'S SHADY NOOK. A formula containing *Poa trivialis*. Qt. 50c., 5 lbs. \$2.30, 15 lbs. \$6.60, 30 lbs. \$13.20, 100 lbs. \$42.00.

PLATT'S PREMIER. Contains Rhode Island Bent, Red Top and heavy Kentucky Blue Grass only. Lb. 65c., 10 lbs. \$6.00, 100 lbs. \$58.00.

EDGEWOOD PARK LAWN SEED. Contains re-cleaned Kentucky Blue Grass and Red Top only. Lb. 32c., 10 lbs. \$3.00, 100 lbs. \$26.00.

Note on Tulip and Narcissus Varieties

Much care has been taken to select varieties in the various color groups. From the several hundred existing kinds those listed may be called the cream of the list. They are also first quality as to grade. Second quality bulbs are dear at any price. Order liberally and enjoy more variety.



QUALITY *and* PRICE of PLATT'S BULBS

We believe in quality and we believe that the great majority of our customers desire first quality bulbs. This was proven beyond a doubt in the Spring of 1938. Thousands of people visited plantings of our Tulip Bulbs. One hundred forty-seven varieties of Darwin, Breeder and Cottage Tulips were on show. Comments were noted and we here offer you the best liked varieties. We took colored pictures of them and would like to show you here each and every one, but good color printing is costly and even the best cannot do them justice. It is wise and prudent that you make your choice of varieties when they are in bloom. Next best are our floralite transparencies, hand colored, on exhibition in our store. If we went to the expense of showing each variety in color in our price list, we would be obliged to charge more for our bulbs.

Special Offer

\$3.50 BOOK OF GARDEN MAGIC for \$1.50

if your order for bulbs amounts to \$20.00. With a \$15.00 order, send \$2.00. With a \$10.00 order, send \$2.50. With a \$5.00 order, send \$3.00. Without bulb order, \$3.50.

The author, R. E. Biles, has given in the Book of Garden Magic complete instructions for the home garden, with hundreds of clear illustrations to convey details at a glance. Complete text is followed by quick reference charts by national experts. It is the finest book of its kind we have ever seen. Every gardener should have a copy. Size 9x11½ in., 186 pages and 22 pages of calendar supplement.

This does NOT apply to the Special Tulip Collections because of the reduced prices at which the collections are sold.

General catalog of Vegetable, Field and Flower Seeds and Garden Supplies ready for mailing about February first. If interested, we shall be glad to send you a copy. This is our sixty-first year of progress.

PARCEL POST ORDERS

On Bulbs and Lawn Seed orders for \$1.00 and over will be sent postpaid if within 300 miles of New Haven; on orders for less than \$1.00, add 8c. to cover postage.

The FRANK S. PLATT CO.

446-452 State Street
NEW HAVEN, CONN.
